

social marketing : main principles, tools & theoretical models - social marketing : main principles, tools & theoretical models karine gallopel-morvan, phd senior lecturer in social marketing university of rennes 1, france

the role of advertising in consumer decision making - economic and social process, a public relations process or information and persuasion process viewed advertising from its functional perspectives, hence they define it as a paid, non-personal communication through

possible effects of internet use on cognitive development ... - cognitive processes such as memory or social understanding, but how having constant access to the internet might impact these cognitive processes. to properly address the question of how internet use could affect the cognitive development of adolescents, empirical studies can either utilize measures of actual internet use or incorporate the distinct features of internet use into cleverly ...

disclosing instagram influencer advertising: the effects ... - advertising and public relations, 120 hooper street, athens, ga 30602. nathaniel j. evans (phd, university of tennessee) is an assistant professor in the department of advertising and public relations, grady college of journalism and

social media marketing: advantages and disadvantages - promotions, marketing intelligence, sentiment research, public relations, marketing communications, and product and customer management are sub-disciplines of marketing that may use social media ...

the role of digital media in strategic luxury brand ... - forms of social media or digital advertising rather than selling online. however, the digital however, the digital strategies for luxury brands can be a threat by promoting a lack of exclusivity and a declining

social marketing guide for public health programme ... - technical document social marketing guide for public health managers and practitioners 1 summary the ecdc social marketing guide provides public health programme managers and practitioners with a summary of social marketing concepts and approaches. the guide introduces key principles and action steps that can be applied when considering, implementing and/or evaluating social marketing ...

ethics in branding - buranel - is far beyond the field of marketing and advertising. branding is a social construct as well as an economic construct. as an economic construct, brands have been studied from both marketing and financial perspectives. as a social construct, brands have not yet been fully understood owing to the dearth of academic research in this area. advertising is probably the most visible element of ...

ethical considerations - sage publications - ethical considerations the consideration of ethics in research, and in general business for that matter, is of growing importance. it is, therefore, critical that you

the role of social science in prescription drug promotion ... - protect the public health by helping to ensure that prescription drug information is truthful, balanced, and accurately communicated guard against false or misleading advertising and promotion through comprehensive surveillance, enforcement, and educational programs foster better communication of information to help patients and healthcare providers make informed decisions about ...

the impact of television advertising: learning without ... - research have shown that the public is able to "hold in memory," as we would say of a computer, a very large number of tv campaign themes correctly related to brands.

attitude change persuasion and social influence - public than in private contexts of attitude expression. it seems, then, that social motives for agreement affected attitudes in public as well as private settings.

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